

## Suggested Reading

THE SHIFT: The Evolving Market, Players and Business Models in a 2.0 World.

Allison Cerra & Christina James

BUSINESS RELATIONSHIPS THAT LAST.

Ed Wallace

SELLING to the C-SUITE.

Nicholas A. C. Read & Stephen J. Bistriz, Ed.D.

DRIVE: The Surprising Truth about What Motivates Us.

Daniel H. Pink

The Elephant and the Dragon: The Rise of India and China and What It Means for All of Us

Robyn Meredith

A Whole New Mind: Why Right-Brainers Will Rule The Future.

Daniel H. Pink

The World Is Flat: A Brief History of the Twenty-First Century

Updated and Expanded. Thomas L. Friedman

Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. W. Chan Kim and Renee

Mauborgne.

Strategic Negotiation. Brian J. Dietmeyer with Rob Kaplan.

Double – Digit Growth. How Great Companies Achieve it – No

Matter What. Michael Treacy

Beyond Selling Value. A Proven Process to Avoid the Vendor

Trap. Mark Shonka and Dan Kosch.

Built to Last: Successful Habits of Visionary Companies. James C.

Collins and Jerry Porras.

## Suggested Reading

Clients for Life: How Great Professionals Develop Breakthrough Relationships. Jagdish Sheth and Andrew Sobel.

The New Conceptual Selling. The New Strategic Selling.  
Successful Large Account Management. Robert Miller and Stephen Heiman.

Concurrent Marketing: Integrating Product, Sales and Service.  
Frank V. Cespedes.

Crossing the Chasm; Inside the Tornado; Living on the Fault Line.  
All three books written by Geoffrey Moore.

The Discipline of Market Leaders: Choose Your Customers,  
Narrow Your Focus, Dominate Your Market. Michael Treacy and Fred Wiersema.

Differentiate or Die: Survival in the Era of Killer Competition. Jack Trout.

From Good to Great. James C. Collins.

From Vendor to Business Resource. Jerry Stapleton.

Hope is Not a Strategy. Rick Page.

How Winners Sell. Dave Stein.

The Loyalty Effect: The Hidden Force Behind Growth, Profits and  
Lasting Value. Frederich Reicheld.

Loyalty Rules. Frederich Reicheld.

Play to Win. Larry Wilson and Hersch Wilson.

Rethinking the Sales Force: Redefining Selling to Create and  
Capture Value. Neil Racham and John DeVincentis.

Selling the Invisible: A Field Guide to Modern Marketing. Harry  
Beckwith.

## Suggested Reading

Spin Selling. Neal Rackham.

Solution Selling. Michael Bosworth.

The Selling Fox. A Field Guide for Dynamic Sales Performance. Jim Holden.

The Trusted Advisor. David Maister, Charles Green and Robert Galford.

Value Migration: How to Think Several Moves Ahead of the Competition. Adrian J. Slywotzky.

Visionary Selling: How to Get to Top Executives and How to Sell Them When You're There. Barbara Geraghty.

How to Get Your Point Across in 30 Seconds - or Less. Milo O. Frank.

The Mind of the Strategist. Kenichi Ohmae.

What They Don't Teach You at Harvard Business School. Mark H. McCormack.

Brain Power. Karl Albrecht.

Competition in Global Industries. Michael Porter.